

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

--	--	--	--	--	--	--	--	--	--

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, SESSION 2018/2019

MLS2113 – SEMIOTIC STUDIES

(All sections / Groups)

15 OCTOBER 2018

2.30 PM - 4.30 PM

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 4 pages including this cover page with 6 questions only.
2. Answer **ALL** questions from Section A. **ONE** question from Section B and only **ONE** question from Section C. All questions carry equal marks.
3. Please write all your answers in the answer booklet provided.

Section A: Answer both questions.

Answer the questions and print your answers clearly in the answer booklet. Always define keywords and provide examples to elaborate your discussion.

Question 1

"You may live in a house, but we live in a home." If you were to look up the words house and home in a dictionary, you would find that both words have approximately the same meaning - "a dwelling place."

- I. In simple sentences explain the meaning of the connotation? (2 Marks)
- II. In simple sentences explain the meaning of the denotation? (2 Marks)
- III. What is denotation and connotation example? (4 Marks)
- IV. Is denotation positive or negative? (2 Marks)

(10 Marks)

Question 2

Instruction: Based on the article entitled "Openness, Information, Communication" by Umberto Eco, answer the following questions.



Figure 1

Explain the reason why the new symbol "LOL" is a piece of information to English speakers in the viewpoint of Warren Weaver.

(10 Marks)

Continued

Section B: Answer only ONE (1) of the following two(2) questions.

Answer the questions and print your answers clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

Question 1

Semiotics is the study of works of art signs and symbols, either individually or grouped in sign systems that can give us more insight from the work source and meaning.

- I. What is an example of an iconic sign? (2 Marks)
- II. What does it mean to be a cultural icon? (2 Marks)
- III. What is the difference between a metaphor and a metonymy? (2 Marks)
- IV. What is the study of symbols called? (2 Marks)
- V. What is semiotics of culture? (2 Marks)

(10 Marks)

Question 2

In *Mythologies*, Roland Barthes examines the tendency of contemporary social value systems to create modern myths. He looks at the semiology of myth creation, updating Saussure's system of sign analysis by adding a second level, where signs are elevated to the level of myth. At the beginning, he establishes that "myth is a system of communication, that it is a message". Also, "it is a mode of signification, a form." For Barthes ideology, which functions by linguistically robbing a signifier, denying its complex relationship to the system of signs, which means denying the place of the signifier and turning it to something universal by impoverishing the sign so, "as a form of speech", mythology "naturalises" things.

- I. Define what 'myth' means, according to Barthes.
- II. Based on the paragraph above, discuss if Barthes' theory on how mythology works is still relevant for today. Your answer should include appropriate rationale and examples where needed.

(10 Marks)

Continued

Section C: Answer only ONE (1) of the following Two(2) questions.

Answer the questions and print your answers clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

Question 1

List 4 Patterns of different nonverbal communication codes in sequence and provide the appropriate description.

(10 Marks)

Question 2

“Radio, television, film and the other products of media culture provide materials out of which we forge our very identities, our sense of selfhood; our notion of what it means to be male or female...”

According to critical theorist Douglas Kellner, these products of media culture have the power to circulate ideas, convey insightful stories, and inform audiences. Because of this great role, we must understand what messages these products are circulating about women. Discuss if radio, television and other products of media culture convey realities of the world or simply promote normative ideologies about women?

(10 Marks)

End of Page.

